TRAVEL PRINTOUT

Supported by a grant from Travel Industry Association of America

Research News for the U.S. Travel Industry

U.S. Travel Data Center

June 1984 Volume 13, Number 6

1985 TRAVEL OUTLOOK FORUM MOVES TO NEW DATE AND PLACE

After meeting in Washington, D.C., every December for the past nine years, the tenth annual Travel Outlook Forum moves to Dallas, Texas, on September 14, 1984.

"Travel Marketing Strategies for Growth" will be the theme of the forum, comprising the opening day of the Travel Industry Association of America's (TIA) Travel America Trends National Conference and Showcase at the Loew's Anatole Hotel.

The forum program will cover the same critical topics as in years past: travel trends in 1984; the outlook for transportation, parks, attractions and hospitality sectors; and forecasts for the economy and international travel.

The outlook for business travel, a popular addition to last year's program, will also appear this year.

"We will address making the most of the opportunities for growth in the coming year," said Dr. Douglas C. Frechtling, Data Center director and forum moderator.

The TIA Travel America Trends National Conference is a three-day program beginning on September 13th with a public relations seminar and "A Taste of Texas" reception. Following the Travel Outlook Forum on the 14th, the conference program also offers two days of seminars on a host of travel marketing topics, technology for the future, government affairs, labor-management relations, and travel market segmentation research; a Texas rodeo; a showcase demonstrating new technologies and their uses in the travel industry; and a keynote address by Dr. Charles Garfield, an authority on peak performance and extraordinary productivity.

Registration fee for the three-day national conference is $250 until July 31 and $295 thereafter for members of the U.S. Travel Data Center, TIA, and the Travel and Tourism Research Association, which is a co-sponsor of the Travel Outlook Forum. For the forum only, registration is $175.

For more information, contact the U.S. Travel Data Center (202/293-1040), TIA (202/293-1433), or TTRA(801/581-3351).

TTRA is devoted to promoting orderly and effective development and marketing within the travel industry by providing professional leadership in travel research.

TIA directs its efforts for the promotion of travel to and within the United States by means of its Discover America marketing activities and encourages governmental initiatives that would enhance travel and protect the travel marketplace. ##

ANNUAL MEETING
of
U.S. TRAVEL DATA CENTER MEMBERS

September 15, 1984
7:30 a.m.- 8:45 a.m.
Loew's Anatole Hotel
Dallas, Texas

DATA CENTER PLANS NEW PROJECT

The U.S. Travel Data Center plans to expand its continuing research with a study of business travel, announced Data Center Assistant Director Suzanne Cook.

"The Business Travel Study will be the only ongoing study monitoring business travel of U.S. residents," said Ms. Cook, who originated the project.

(Continued on page 3)

TRAVEL PRICES RISE SHARPLY IN APRIL

Washington, D.C. -- The cost of travel in the U.S., as measured by the U.S. Travel Data Center's Travel Price Index (TPI), rose 1.1 percent in April, the largest increase in a single month since April of last year.

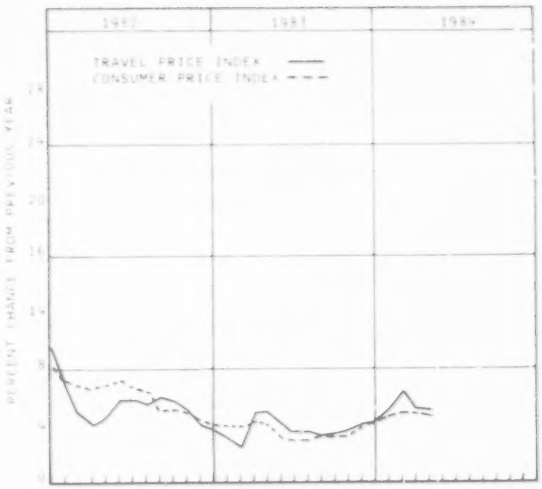
For comparison, the Consumer Price Index (CPI) rose 0.5 percent on a seasonally unadjusted basis in April 1984, up from the 0.2 percent rise during March.

The TPI, which measures changes in the seasonally unadjusted cost of lodging, food, transportation and other goods and services purchased by Americans traveling away from home in this country, stood at 361.3 in April (1967=100).

The cost of lodging out of town climbed 3.0 percent to lead all TPI components, followed by a 1.5 percent increase in the price of gasoline. The cost of incidental purchases rose 0.7 percent.

On the other hand, airline fares dropped 0.3 percent from March's level, while intercity train fares showed no change.

The TPI has increased 4.9 percent since April of last year, compared to a 4.5 percent rise in the CPI. The cost of lodging while out of town has increased 10.3 percent to lead all TPI components this 12-month period, followed by an 8.6 percent increase in intercity bus fares. ##



TRAVEL PRICE INCREASES STABILIZE AFTER RECENT SURGE

Monthly and Annual Rates of Change in the Travel Price Index and Components
April, 1984

TPI Component	Monthly Percent Change March, 1984 to April, 1984	Annual Percent Change April, 1983 to April, 1984
Transportation	0.5	2.5
Airline Fares	-0.3	2.5
Intercity Bus Fares	0.3	8.6
Intercity Train Fares	0.0	6.1
Taxicab Fares	0.1	2.3
Gasoline	1.5	1.7
Lodging	3.0	10.3
Food Away From Home	0.3	4.1
Entertainment Services	0.4	4.9
Incidentals	0.7	2.5
TRAVEL PRICE INDEX	1.1	4.9
CONSUMER PRICE INDEX	0.5	4.5

Source: U.S. Travel Data Center and U.S. Bureau of Labor Statistics

TRAVEL PRINTOUT is published monthly by the U.S. Travel Data Center, the national non-profit center for travel and tourism research, 1899 L Street, N.W., Washington, DC 20036. Telephone number, (202) 293-1040. Dr. Douglas C. Frechtling, Director. Ida Simmons, Editor. ISSN: 0744-6233.

TRAVEL PRINTOUT reports on the results of Data Center projects, national travel research conducted by other respected organizations, and trends in the U.S. travel industry. Subscriptions are available for $45 per year, U.S., Canada and Mexico; other foreign countries, $55 per year, payable in U.S. funds only.

MARCH TRAVEL DECLINES

Plagued by a major snowstorm in the Northeast, the number of Americans traveling in March fell nearly 9 percent, according to the latest National Travel Survey report released by the U.S. Travel Data Center today.

A late-April Easter holiday also contributed to the decline, since many families took their Easter holiday trips during March of the previous year.

The monthly telephone survey reported Americans took 30 million trips during March 1984, a decline of 15 percent from year-earlier levels.

Moreover, Americans stayed away from home almost one night less on the average than one year ago, the third decline in 15 months, and the average trip covered 860 round-trip miles, down from 940 in March 1983.

Travel for "other pleasure" purposes such as outdoor recreation, sightseeing or entertainment declined the least: 2 percent, while business/convention travel and visits to friends and relatives declined the most. Weekend travel remained nearly the same as one year ago.

Air travel declined 14 percent from year-earlier figures, posting its second decline since January 1983. Travel by auto/truck/RV also declined significantly.

On the other hand, Americans with family incomes of $30,000 or more annually maintained the same level of travel activity as during the previous March and comprised 65 percent of March travelers.

The number of adults planning a vacation trip in the next six months declined 9 percent from last year's March survey, while the number who are undecided increased 29 percent. However, plans to travel by air grew one percentage point to 29 percent of the total. Sixty-three percent plan to travel by personal motor vehicle, the same as last year.

Plans to use commercial lodging declined 18 percent, and plans to stay with friends and relatives while on vacation declined 6 percent. In addition, would-be vacationers plan to scale back their stay away from home to an average 8.8 nights, down from 9.3 nights in 1983.

The South will be the most popular destination in the U.S., attracting 17 percent of all vacationers. Ten percent plan to travel outside the U.S.

The National Travel Survey is a monthly telephone survey of over 1,400 American adults. Results are projectable to the total adult population. ##

PROJECT (CONTINUED FROM PAGE 1)

Information on 3,000 business trips per year will be gathered from the Data Center's National Travel Survey, now in its sixth year."The National Travel Survey has proven to be a very flexible research vehicle, and a cost-effective way to do research," Ms. Cook commented.

The study will be funded directly by participants' sponsorship and will examine such aspects of business travel as purpose, frequency and mode of travel, method of payment, influences on business travel decisions and use of frequent traveler programs. Data will compare travel habits of frequent and less frequent business travelers.

The cost of participation in the study will be $8500, with discounts for Data Center members and National Travel Survey subscribers.

Participants, who will have exclusive access to the results of the study, will receive three interim reports and an annual report each year, and will have the option of adding custom questions to the survey for an additional fee. Early participants will have the added benefit of helping to design the questionnaire to be used in the study.

For further information, contact Suzanne D. Cook, assistant director, U.S. Travel Data Center, 1899 L Street NW, Suite 610, Washington, DC 20036, 202/293-1040. ##

States comprising the Census regions:

NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. MIDDLE ATLANTIC: New Jersey, New York, Pennsylvania. SOUTH EAST: Alabama, Delaware, Florida, Georgia, Kentucky, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, West Virginia. EAST NORTH CENTRAL: Indiana, Illinois, Michigan, Ohio, Wisconsin. WEST NORTH CENTRAL: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. WEST SOUTH CENTRAL: Arkansas, Louisiana, Oklahoma, Texas. MOUNTAIN: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. PACIFIC: Alaska, California, Hawaii, Oregon, Washington.

CURRENT TRAVEL INDICATORS

	March	% Change from February 1984	% Change from March 1983	Year-to-date % change 1984/83
Establishment receipts or retail sales				
Hotels, motels and other lodging places(1)	$ 2,857 million	15.3	13.5	12.9
Eating and drinking places(2)	$10,129 million	9.7	8.2	10.1
Gasoline service stations(2)	$ 8,521 million	7.2	6.7	6.8
Commercial lodging demand				
Hotel/motel occupancy rate(3)	65.0 percent	- 2.4	3.7	1.6
Real demand for commercial lodging(4)	$1,034 million	14.5	5.4	5.5
Airline passenger traffic(5)				
Domestic revenue passenger-miles	16.8 billion	21.4	- 9.7	- 6.2
International revenue passenger-miles	4.0 billion	26.4	17.9	14.7
Bus passenger traffic(6)				
Intercity bus passenger-miles	N/A	N/A	N/A	N/A
Highway traffic volume(7)				
Rural arterial vehicle-miles	35.5 billion	22.0	4.3	5.4
Rail passenger traffic(8)				
Amtrak passenger-miles	N/A	N/A	N/A	N/A
Travel Price Index(9)	357.4	0.3	6.1	5.1
U.S. resident travel(10)				
Total person-trips	52.7 million	16.3	-21.8	-13.4
Vacation person-trips	35.9 million	48.3	- 8.2	- 5.0
Public use of national parks(11)				
Visits	13,136,792	34.0	1.8	3.0
Overnight stays	627,828	33.2	- 1.4	- 2.6
Foreign arrivals in U.S.(12)				
From overseas	N/A	N/A	N/A	N/A
From Canada	1,033,021	58.0	13.1	6.3
U.S. citizen departures(12)				
To overseas	N/A	N/A	N/A	N/A
To Canada	417,800	9.0	- 1.0	7.9
Domestic demand for motor gasoline(13)				
Barrels per day	6,512 thousand	4.4	- 4.8	0.9

(1)Source: Laventhol and Horwath, seasonally unadjusted. (2)Preliminary; adjusted for seasonal variation and trading day differences. Source: Bureau of the Census. (3)Source: Laventhol and Horwath, seasonally adjusted. (4)Source: Laventhol and Horwath, unadjusted expenditures for commercial lodging adjusted for inflation since 1972. (5)Preliminary; U.S. scheduled service air carriers. Source: Civil Aeronautics Board. (6)All carriers regular route and charter service. Source: American Bus Association. (7)Source: Federal Highway Administration. (8)Source: National Railroad Passenger Corporation (Amtrak). (9)Source: U.S. Travel Data Center and Bureau of Labor Statistics. (10)Source: U.S. Travel Data Center. (11)Preliminary; unadjusted for differences in reporting units. Source: National Park Service. (12)Source: U.S. Travel and Tourism Administration and Nettleton Travel Research Center. (13)Preliminary; Source: U.S. Department of Energy.

U.S. Travel Data Center

1899
L Street
Northwest
Washington, D.C.
20036
(202) 293-1040

U.S. POSTAGE
PAID
FIRST CLASS
PERMIT NO. 45523
WASHINGTON, D.C.

June 1984

TRAVEL PRINTOUT

Research News for the U.S. Travel Industry